

RESOLUTION NO. 31-06-21

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY AUTHORIZING AN AMENDMENT TO THE CONTRACT WITH STRATEGIC MARKETING FOR ITS PROVISION OF PROFESSIONAL SERVICES TO THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Lake Park Community Redevelopment Agency (“CRA”) is a dependent special district of the Town of Lake Park (Town), with such powers as are set forth in Chapter 163, Part III, Fla. Stat.; and

WHEREAS, the CRA solicited via a Request for Letters of Interest No. 111-2018 an invitation to interested businesses requesting proposals to provide professional services to the CRA in implementing the marketing strategies as described in the Treasure Coast Regional Planning Council CRA Market Study and Branding Report; and

WHEREAS, the CRA Board of Directors selected Strategic Marketing to provide the services solicited; and

WHEREAS, the CRA entered into a contract with Strategic Marketing for it to provide professional services; and

WHEREAS, the CRA Board of Directors has determined that it is in the CRA’s best interests to amend the Contract with Strategic Marketing and extend the services it receives on a month-to-month basis.

NOW, THEREFORE, BE IT RESOLVED BY THE LAKE PARK COMMUNITY REDEVELOPMENT AGENCY BOARD OF DIRECTORS AS FOLLOWS:

Section 1. The whereas clauses are true and correct and are incorporated herein.

Section 2. The CRA Board of Directors hereby authorizes and directs the Chair to execute an amendment to the Contract with Strategic Marketing for the provision of professional services to the CRA associated with the implementation of the marketing strategies described in the Treasure Coast Regional Planning Council’s CRA Market Study and Branding Report. The amendment to the Contract is incorporated herein by reference.

Section 3. This Resolution shall become effective immediately upon adoption.

The foregoing Resolution was offered by Vice-Chair Glas-Castro who moved its adoption. The motion was seconded by Board Member Linden and upon being put to a roll call vote, the vote was as follows:

	AYE	NAY
CHAIR MICHAEL O'ROURKE	<u>/</u>	___
VICE-CHAIR KIMBERLY GLAS-CASTRO	<u>/</u>	___
BOARD MEMBER ERIN FLAHERTY	<u>/</u>	___
BOARD MEMBER JOHN LINDEN	<u>/</u>	___
BOARD MEMBER ROGER MICHAUD	<u>/</u>	___
BOARD MEMBER HENRY STARK	<u>Absent at time of vote</u>	

The Community Redevelopment Agency thereupon declared the foregoing Resolution 31-06-21 duly passed and adopted this 16 day of June, 2020.

TOWN OF LAKE PARK, FLORIDA


BY: 
MICHAEL O'ROURKE
CHAIR

ATTEST:


VIVIAN MENDEZ
AGENCY CLERK



Approved as to form and legal sufficiency:

BY: 
THOMAS J. BAIRD
AGENCY ATTORNEY

CONTRACT

THIS FIRST AMENDMENT TO THE CONTRACT between the Town of Lake Park Community Redevelopment Agency (hereinafter referred to as “CRA”), whose address is 535 Park Avenue, Lake Park, Florida 33403, and Strategic Marketing (hereafter referred to as “Contractor”), whose address is 8895 North Military Trail, Ste. B202, Palm Beach Gardens, Florida, 33410 (the Contract) is entered into this 16 day of June, 2021.

WHEREAS, the CRA is an dependent special district of the Town of Lake Park (Town) with such powers and authority as are set forth in Chapter 163, Part III, Fla. Stat.; and

WHEREAS, the CRA seeks to exercise its powers and authority to implement community redevelopment efforts within the Town, including its historic downtown commercial area (Park Avenue) and along 10th street, and such other areas encompassed within the CRA’s boundaries; and

WHEREAS, the CRA is empowered to enter into contractual arrangements with private corporations or other persons to provide professional services; and

WHEREAS, the CRA’s Board of Commissioners determined that there is a need for professional services to implement marketing strategies recommended by the Treasure Coast Regional Planning Council (TCRPC) in its CRA Market Study and Branding Report (Report) and it selected the Contractor to implement the strategies in the TCRPC Report; and

WHEREAS, the CRA Board of Commissioners has determined that it is the best interests of the CRA to extend the Contractor’s contract on a month-to-month basis; and

WHEREAS, the CRA has budgeted funds in its current fiscal year budget that are available for the funding of this Contract.

NOW THEREFORE, the CRA and the Contractor in consideration of the benefits flowing from each to the other do hereby agree as follows:

1. INCORPORATION OF THE TERMS OF THE ORIGINAL CONTRACT

The terms of the original Contract between the CRA and the Contractor shall remain in effect on a month to month basis until such time as either party gives notice to the other party of its desire to terminate the Contract.

2. DESCRIPTION OF SERVICES AND COMPENSATION

The Contractor shall continue to perform the services set forth in the original Contract and shall be compensated in accordance with the Pricing Schedule set forth therein.

3. CONTRACT TERM

The term of the original Contract is hereby modified. The Contractor agrees to continue to provide professional services to implement the marketing strategies recommended by the TCRPC on a month-to-month basis through July 2022.


4. TERMINATION

Either party may terminate the Contract for convenience, or without cause upon providing the other party 30 days prior written notice.

IN WITNESS WHEREOF, the parties hereto have made and execute this Contract as of the day and year last execute below.

ATTEST:

CRA


By: 
Vivian Mendez, CRA Clerk

By: 
Michael O'Rourke, Chair

**APPROVED AS TO FORM
AND LEGAL SUFFICIENCY**

By: 
Thomas J. Baird, CRA Attorney

CONTRACTOR

By: 



Lake Park CRA

2021 BUDGET RENEWAL
RETAINER AGREEMENT





Full Agency Access.

One Fixed Monthly Price.

How does a retainer work?

Rather than paying annually per project, a retainer provides you a monthly block of hours that you can choose how to use. It opens the entire range of agency services to you, like campaign management, creative services, consulting and more. This allows you to maintain one easy monthly payment versus paying for unexpected hour fluctuations month to month.

How will a retainer work for Lake Park?

In order to continue to deliver the items outlined for Lake Park in the previous contract, the hours allotted under the retainer would go towards Lake Park CRA calendar development, ad campaign management, strategy and account management (reporting, meetings etc). A portion of the budget will also go toward Facebook ad budget and boosting organic content to increase engagement.



2020 BUDGET ALLOCATION

Content Marketing _____ \$13,500
Paid Advertising _____ \$11,500
Strategy & Campaign Dev _____ \$5,000
Video Production _____ \$5,000
Paint the Town _____ \$15,000

TOTAL: \$50,000



2021 PROPOSED BUDGET ALLOCATION

Content Marketing _____ \$13,500
Paid Advertising _____ \$11,500
Strategy & Campaign Dev _____ \$5,000

TOTAL: \$30,000

MONTHLY RETAINER: \$2500

Potential Projects for Future Consideration:

- Paint the Town - \$15,000
- Video Production - \$5,000



\$2500

MONTHLY RETAINER

- **Ad Campaign Budget:** \$958/month
- **SMI Time:** \$1542/month (15 hours)
- **POTENTIAL PROJECTS INCLUDE:**
 - Ad Campaign Management
 - Creative Development
 - Content Calendar Development
 - Calendar Scheduling
 - Internal & Client Revisions
 - Account Strategy & Meetings
 - Reporting

THANK YOU!

Strategic Marketing

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